

## The Connecticut Building at the Eastern States Exhibition– EXHIBITION OPPORTUNITIES

### OVERVIEW

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The Big E, also known as The Eastern States Exposition, is billed as “New England’s Great State Fair”. It is the largest agricultural event on the eastern seaboard and the sixth largest fair in the nation. In 2014, the Big E set an all-time record attendance with 1,498,605 visitors.

One of the most popular attractions at the Big E is the Avenue of States which is inclusive of all six of the New England States: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. The goal of the Connecticut Building at the Big E is to promote the State’s agriculture and natural resources; Connecticut-based industries; tourism and culture; and to celebrate the talent, skill and innovation of Connecticut artists, craftspeople, agricultural producers and manufacturers. In 2014, almost 1.2 million people visited the Connecticut Building, proving to be a tremendous opportunity to promote Connecticut-based companies, unique Connecticut-made merchandise and services.

The 2015 Big E is scheduled for:

**September 18 – October 4, 2015**

The Connecticut Department of Economic and Community Development (DECD) is committed to offering Connecticut businesses and non-profit organizations the opportunity to exhibit at the Connecticut Building. ***Only companies headquartered in Connecticut and/or items produced, grown, crafted, manufactured or significantly altered in Connecticut may be sold in the Connecticut Building.***

### TYPES OF OPPORTUNITIES

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There are three (3) types of exhibition opportunities at the Connecticut Building:

- **Full-Time Exhibitor  
(17 days)**
- **Part-time Exhibitor  
(2 or more days)**
- **Connecticut Showcase  
Exhibitor  
(1 day only)**

### COST

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Exhibition space for Full-Time Exhibitors is available at a rate of \$25 per square foot.

*Examples:*

10’x10’ space would be \$2,500 for 17 days

3’x8’ space would be \$600 for 17 days

*Please see the Connecticut Building layout for booth dimensions.*

Exhibit space for Part-Time Exhibitors (2 or more days) is calculated by taking the full-time square footage cost divided by the number of days the space will be occupied.

*Example:*

If a party is interested in a 10'x10' space for seven (7) days, the cost would be \$1,029  
 $\$2,500/17 \text{ days} = \$147$ .  $\$147 \times 7 \text{ days} = \$1,029$

DECD reserves the right to designate and select the location and the amount of space for each exhibitor within the Connecticut Building and in the structure tent.

## **BOOTH DIMENSIONS**

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The size of most booths in the Connecticut Building is pre-determined by existing counters, walls, and pillars. Please see Connecticut Building layout for dimensions.

## **THE CONNECTICUT BUILDING EXTENSION**

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The back courtyard of the Connecticut Building is enclosed under a 120'x60' structure tent for the duration of the Big E. The tent is an extension of the Connecticut Building and is fully enclosed with sides protecting exhibitors and guests from inclement weather. The interior of the Connecticut Building was re-configured to direct all traffic to the structure tent. Exhibition space inside the Connecticut Building tent is flexible and is available to full-time and part-time exhibitors.

## **HOURS OF OPERATION / STAFFING**

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The Connecticut Building is open to fair-goers from 10:00 a.m. to 9:00 p.m. daily. Exhibit space must be staffed by at least one person at all times between these hours. Of extreme importance are the people working in the booth who are viewed as representatives of Connecticut by the fair-going public. Only those parties with the capacity to staff their booth for the length of their contracted time at the fair should apply. An exhibitor who fails to properly staff their booth will be ineligible to apply the following year and may be asked to leave, without refund.

## **HOW TO APPLY**

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Any party wishing to apply to be a Full-Time or Part-Time exhibitor shall complete the application and return it no later than April 1, 2015. Applicants must be specific in describing the nature of items and/or services they wish to sell or promote. There is a separate application for the Connecticut Showcase Booth.

## **SELECTION OF EXHIBITORS**

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The selection process is competitive and all applications are reviewed equally each year by a selection committee. DECD strives to avoid competition amongst exhibitors in the Connecticut Building; however, there is no assurance of exclusivity for any exhibitor as to product and/or service offerings. No past exhibitor is guaranteed selection or exclusivity of product/services each year. Applicants who have not exhibited previously may be interviewed prior to final selection.

## NOTIFICATION TO APPLICATIONS

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All applicants will be notified whether or not they have been chosen to exhibit in the Connecticut Building on or before Friday, May 1, 2015.

## EXHIBITOR AGREEMENT AND PAYMENT

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Applicants chosen to exhibit will be sent an Exhibitors Agreement which must be signed and returned before Friday, May 29, 2015. A 50% deposit must be received no later than Friday, July 10, 2015. If the deposit is not received by the stated date, the booth space will not be held. The balance must be paid in full no later than Friday, August 7, 2015.

## VENDORS MEETING

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Approved vendors must attend a mandatory meeting hosted by the Eastern States Exposition. The purpose of this meeting is to review the rules and regulations set by the Eastern States Exposition, the West Springfield Health Department and the West Springfield Fire Marshall. Information, including date and time, will be emailed once the date is set.

## QUESTIONS

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Please direct questions to:

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## IMPORTANT THINGS TO REMEMBER

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- The process outlined in this document attempts to provide a fair opportunity for all interested parties to access booth space.
- **TIMELINE – *Dates are subject to change***

<b>Application deadline:</b>	<b>Wednesday, April 1, 2015</b>
Notification to applicants:	on or before Friday, May 1, 2015
Return Exhibitor Agreement:	on or before Friday, May 29, 2015
<b>50 % deposit due:</b>	<b>no later than Friday, July 10, 2015</b>
<b>Balance due in full:</b>	<b>no later than Friday, August 7, 2015</b>
Vendors' Meeting:	August 2015 <i>(Exact date TBD by Eastern States Exposition)</i>
Move-in/set-up:	September 14 – 17, 2015
2014 Big E:	September 18 – October 4, 2015
Connecticut Day:	Wednesday, September 23, 2015
Break-down:	October 5 - 9, 2015
- Only companies headquartered in Connecticut and/or items produced, grown, crafted, manufactured or significantly altered in Connecticut may be sold in the Connecticut Building.
- DECD strives to avoid competition amongst exhibitors in the Connecticut Building, however, there is no assurance of exclusivity for any exhibitor as to product and/or service offerings, nor is any past participant guaranteed selection each year.

- Exhibitors must plan to have sufficient inventory on hand to sell to fair-goers. Special order items are acceptable if appropriate to your business, but the booth should not be exclusively order-taking or set-up as self-serve.
- All exhibitors are asked to be respectful and considerate of other vendors' exhibition space, product and staff.